



Online social networking usage pattern of introvert and extrovert adolescent girls

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ABSTRACT

Online social networking has changed the way the adolescents live, socialize and share. Social networking sites have provided a new platform for individuals to communicate and maintain existing relationship, share information and keep oneself updated with various current affairs in which one's personality may play an important role. The present study was undertaken to explore and compare the usage pattern of online social networking of 60 extrovert and introvert adolescent girls. Introversion-Extroversion inventory was utilized for sample selection. An inventory on online social networking was developed and utilized to assess the usage pattern of online social networking of extrovert and introvert adolescent girls. Frequency, percentage and t-test were computed for analysis of data. The results of the study revealed that usage pattern of online social networking was almost similar with little difference in few cases such as majority of extrovert girls relied on mass-media for getting information about social networking sites and spent less time per day on social networking sites than introvert girls. No significant difference was observed among introvert and extrovert girls in usage pattern of online social networking.

INTRODUCTION

The primary tools that enable socialization on internet are social networking sites. Online social networking has changed the way the adolescents live, socialize and share. In modern world, these websites are gaining popularity in tremendous way among the young generation such as social networking sites have provided a new platform for individuals to communicate and maintain existing relationship, share information and keep oneself updated with various current affairs.

Arnold (2014) in a recent survey found that in major cities such as Delhi, Mumbai, Kolkata, Chennai and Bangalore, Facebook emerged as the most popular social networking sites for the youths, while LinkedIn is the second most popular site. Almost 90 per cent of the users join such sites to follow or stay in touch with their friends for pictures.

Pew Research Center's conducted a survey on Teen relationship in 2015 where, Facebook, Instagram and Snapchat emerged out to be most widely used online social media sites among teens (13-17 years). Boys were

more likely than girls to report that they visited Facebook most often (45% of boys vs. 36% of girls). Boys were a bit more likely than girls to view social media as a space for emotional and logistical connection with their significant other. Baker (2010) found that male students were more likely to be bullies and victims in both cyber and physical environments. Girls were more likely than boys to say they used Instagram (23% of girls vs. 17% of boys) and Tumblr (6% of girls compared with less than 1% of boys) for entertainment, to maintain contact with actual friends rather than new one, for maintaining existing relationships, for academic purposes and blogging.

An individual inclination towards use of online social networking sites is greatly influenced by their personal characteristics. An individual with extraversion personality possess traits like sociability, outgoingness towards outside world, enthusiasm, optimism and energetic behaviour. On the other hand, introverts tend to be reserved or shy, less enthusiastic and less optimistic.

The link between social networking sites usage and extra version so far has been brought forward by two contrary views. The first view suggests that as online social networking site is a medium to make contacts with large number of people so, extroverts are likely to spend more time on it. The second view proposes that as introverts do not communicate as effectively in person, online social networking site enables them to make up for this (Moore and McElroy, 2012).

Keeping all these aspects in view, present study was an exploratory attempt to explore and compare the usage pattern of online social networking of extrovert and introvert adolescent girls. Since, limited researches has been done so far on introvert and extrovert adolescent girls related to online social networking, therefore, further researches need to be carried out to get the clear understanding on their usage pattern of online social networking.

MATERIAL AND METHODS

Locale :

The present study was conducted in co-educational private schools located within the municipal limits of Udaipur city of Rajasthan.

Participants:

For the sample selection, firstly the list of private

schools in the municipal limits of Udaipur was procured from district Education Office (Goverdhan Vilas, Udaipur). After sorting out co-educational private schools from the obtained list, two schools catering to middle class families and having similar infrastructural facilities, located in different areas of Udaipur were selected purposively for the study.

Permission was sought from school principals for conducting research. After seeking permission from school authorities, a preliminary survey proforma were distributed to the students studying in 11th standard. Students found eligible as per delimitations of the study were subjected to Introversion-Extroversion Inventory. Based on the scores obtained on the inventory, 30 introvert girls and 30 extrovert girls were purposively selected.

Tools and its description:

Background information proforma:

A proforma was developed and used to procure the necessary details regarding the subjects and their families. The information included the personal particulars like name, age, sex, class, school name and secondly, family background information *i.e.* parents name, age, qualification, education, occupation level etc.

Introversion-extroversion inventory:

An inventory developed by Aziz and Agnihotri (2001) was used for the selection of sample. An inventory consisted of 60 items of "yes and no" type, 30 pertaining to an introvert characteristics and 30 to an extrovert characteristics. It was a self administering inventory with no fixed time limit but ordinarily the respondent took 15 to 20 minutes. The reliability of the inventory was 0.95.

Inventory on online social networking:

An inventory on online social networking was developed and utilized to assess the online social networking usage pattern of extrovert and introvert adolescent girls. It comprised of total six multiple choice questions related to types of social networking sites used, source of information about social networking sites, preferred time of online social networking, approximate time spent per day on social networking sites, place of using social networking sites and device utilized for online social networking. The respondents had to tick mark only one correct answer as per their suitability. In

case of any other option they had to specify it.

supervision of the researcher.

Procedure of data collection:

An inventory on online social networking was administered to all 60 students selected for the study in both the schools on prescheduled date. The filling up of the inventory was preceded by brief introduction and orientation about the process and purpose of administering the inventory. They were requested to give honest responses and were assured that their identity would be kept confidential and information provided by them would be used exclusively for research purpose. Each respondent was given the inventory individually and was asked to fill out the inventory under the

Method of data analysis:

Frequency, percentage and t-test was used to analyze the data statistically.

OBSERVATIONS AND ANALYSIS

The results of the percentage distribution of introvert and extrovert adolescent girls on the basis of usage pattern of online social networking have been portrayed in Table 1.

Results from Table 1 regarding types of social networking sites used reveal that most of the extrovert

Table 1 : Percentage distribution of introvert and extrovert adolescent girls on the basis of usage pattern of online social networking (n=60)

Sr. No.	Items	Categories	Girls	
			Extrovert (n=30)	Introvert (n=30)
1.	Types of social networking sites used	Facebook	20 (66.67)	15 (50)
		Twitter	1 (3.33)	1 (3.33)
		Yahoo	2 (6.67)	2 (6.67)
		Chat Messengers	7 (23.33)	12 (40)
		Skype	0 (0)	0 (0)
		Any other	0 (0)	0 (0)
2.	Source of information about social networking sites	Peer group	6 (20)	11 (36.66)
		Relatives	8 (26.67)	8 (26.67)
		Parents	7 (23.33)	2 (6.67)
		Mass media	9 (30)	9 (30)
3.	Approximate time spent per day on social networking sites	less than 1 hour	25 (83.33)	10 (33.33)
		1-2 hours	2 (6.67)	14 (46.67)
		2-3 hours	1 (3.33)	0 (0)
		more than 3 hours	2 (6.67)	6 (20)
4.	Preferred time of online social networking	Early morning	3 (10.33)	3 (10)
		Day time	1 (3.33)	1 (3.33)
		Evening	7 (23)	5 (16.67)
		Late night	16 (53.33)	14 (46.67)
		Entire day	3 (10.01)	7 (23.33)
5.	Place of using social networking sites	Home	100 (100)	26 (86.67)
		School library	0 (0)	1 (3.33)
		Cyber cafe	0 (0)	3 (10)
		Hostel	0 (0)	0 (0)
		Any Any other	0 (0)	0 (0)
6.	Device utilized for online social networking	Mobile	28 (93.33)	24 (80)
		Laptop	1 (3.34)	5 (16.67)
		Computer	1 (3.33)	1 (3.33)
		Any other	0 (0)	0 (0)

and introvert girls used Facebook as a social networking site. Majority of extrovert and introvert girls, that is, 66.67 per cent and 50 per cent, respectively used Facebook. It was followed by chat messengers with 23.33 per cent and 40 per cent, respectively. The results of the study are in line with the studies conducted by Roy and Chakraborty (2015) which revealed that, Facebook is the most popular site among the adolescents as it provides individuals with a way of maintaining and strengthening social ties which can be beneficial to both social and academic settings.

Data presented in Table 1 further shows that source of information about social networking sites among extrovert girls were almost equally distributed across peer group, relatives and parents with major source being mass media while, among introvert girls peer group was the major source followed by mass media whereas, parents the least one. Through the findings, it can be seen that most of the adolescent girls became aware about social networking sites from peer group. It can be because mostly adolescents spend their time with peer group which act as a major source of information about any new updates and technological advancements like social networking sites.

Regarding approximate time spent per day on social networking sites, results from Table 2 depicts that majority of extrovert girls (83.33%) spent less than 1 hour and very few (3.33%) of them spent 2-3 hours while, time spent by introvert girls varies from 1-2 hours, in 46.67 per cent cases followed by less than 1 hour among one-third cases, however, more than 3 hours in almost 20 per cent cases. Thus, introvert girls spend more time on social networking than extrovert girls. The results of the present study gets support from Barclay (2010) who reports that introverts are quite successful in social interactions online, find it easier to express themselves online and in turn, often times prefer it.

Data from Table 1 regarding preferred time of online social networking shows that nearly 50 per cent of extrovert and introvert girls used online social networking sites at late night and only few of them used it at day

time. It might be because many of them would perhaps have completed their homework and other activities by late night. Present findings are also congruent to the findings of Malhotra and Mahakud (2014) who found that most of the teenagers use online social networking at late night.

Results from Table 1 regarding place of using social networking sites, reveal that majority of girls of both categories that is 100 per cent extrovert and 86.67 per cent introvert girls used social networking sites at home. Very few introvert girls (3.33%) used social networking sites at school library. Probably, it might be because home is the only place where individuals spend most of their free time and beside this, number of households with internet facility might be very high in the city. Further, mobiles are not allowed in school premises.

Data from Table 1 further reveals that majority of extrovert and introvert girls used mobile for online social networking that is 93.33 extrovert and 80 per cent introvert girls. Use of laptop and computer was meager for online social networking. The result of the present study get support from Lenhart (2015) who reported that due to convenience and constant access provided by mobile devices, especially smartphones, 92 per cent of teens prefer it for online social networking.

Results from Table 2 clearly indicate that there was a significant mean difference ($t = 2.57, P \leq 0.05$) between introvert and extrovert girls in usage pattern of online social networking where, the mean of extrovert girls (2.78) was significantly higher than introvert girls (2.56). Present findings are contrary to the findings of Hills and Argyle (2005) who found that usage of social networking sites was not much associated with differences in personality. It might be because in the present findings, major source of information among extrovert girls was mass-media while among introvert girls it was peer group, majority of extrovert girls spent less than 1 hour in online social networking while, time spent by introvert girls varies from 1-2 hours. It clearly depicts difference in the usage pattern of online social networking in extrovert and introvert girls (Arnold and Paulus, 2010).

Sr. No.	Categories	Mean (SD)		t-value
		Introvert girls	Extrovert girls	
1.	Usage pattern of online social networking	11.87 (2.56)	10.1 (2.78)	2.565*

* indicate significance of value at P=0.05

Conclusion:

Social networking sites have gained fame over the past few years among young adolescents. Adolescents use online social networking for multiple purposes and their usage may have both positive and negative effect. In the present study, majority of the extrovert and introvert girls used Facebook as a major social networking site and introvert girls spent more on online social networking than extrovert girls and their source of information regarding online social networking also varied. Thus, it can be concluded that personality traits of an individual has its significant role in their usage pattern of online social networking.

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